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Hardy

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(54) **PRODUCT MANAGEMENT DISPLAY SYSTEM**

USPC 211/59.2, 59.3, 59.4, 119.003, 88.02,
211/126.16; 312/45, 61, 72; 108/61
See application file for complete search history.

(71) Applicant: **RTC Industries, Inc.**, Rolling Meadows,
IL (US)

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(72) Inventor: **Stephen N. Hardy**, Wadsworth, OH
(US)

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(73) Assignee: **RTC Industries, Inc.**, Rolling Meadows,
IL (US)

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(74) *Attorney, Agent, or Firm* — Banner & Witcoff, Ltd.

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(57) **ABSTRACT**

(52) **U.S. Cl.**

CPC . **A47F 1/12** (2013.01); **A47B 57/58** (2013.01);

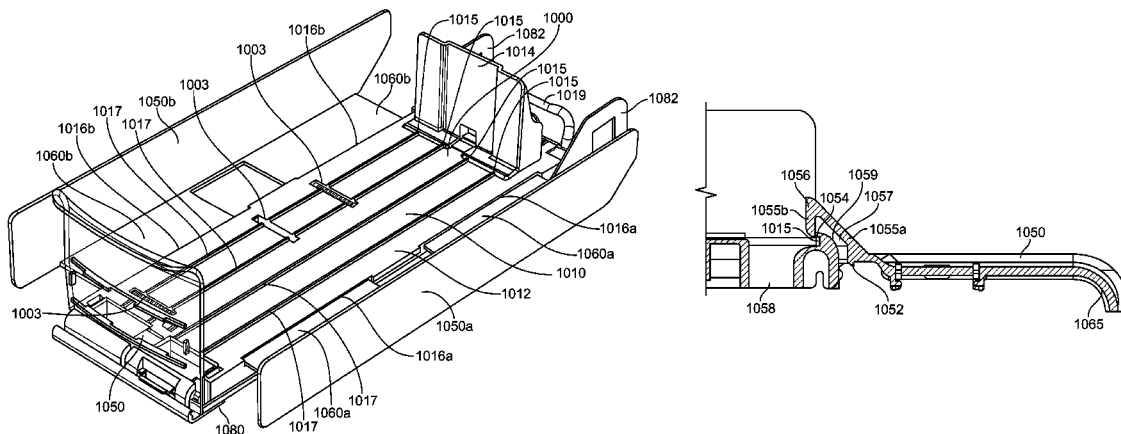
A47F 1/125 (2013.01); **A47F 1/126** (2013.01)

An adjustable tray for a merchandise display system may include a retainer for limiting the movement of products loaded in the adjustable tray, a pusher mechanism configured to bias product toward the retainer, a first divider extending from a first panel and second divider extending from a second panel. The spacing between the first divider and the second divider can be configured to be adjusted. The first panel and the second panel can be configured to move to provide additional surface area for the adjustable tray to accommodate different sized products.

(58) **Field of Classification Search**

CPC A47F 1/12; A47F 1/125; A47F 1/126;
A47B 57/58

8 Claims, 10 Drawing Sheets



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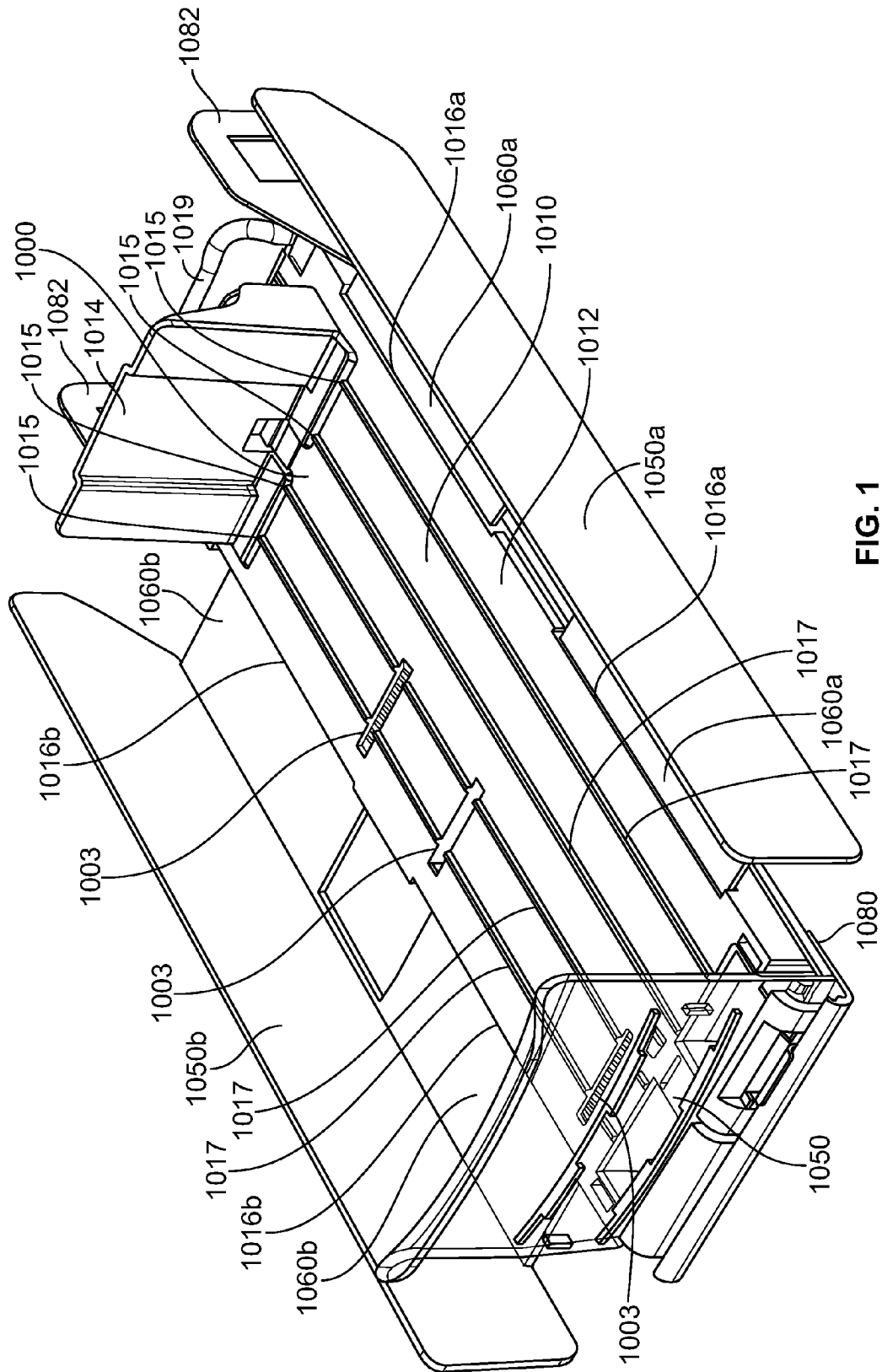


FIG. 1

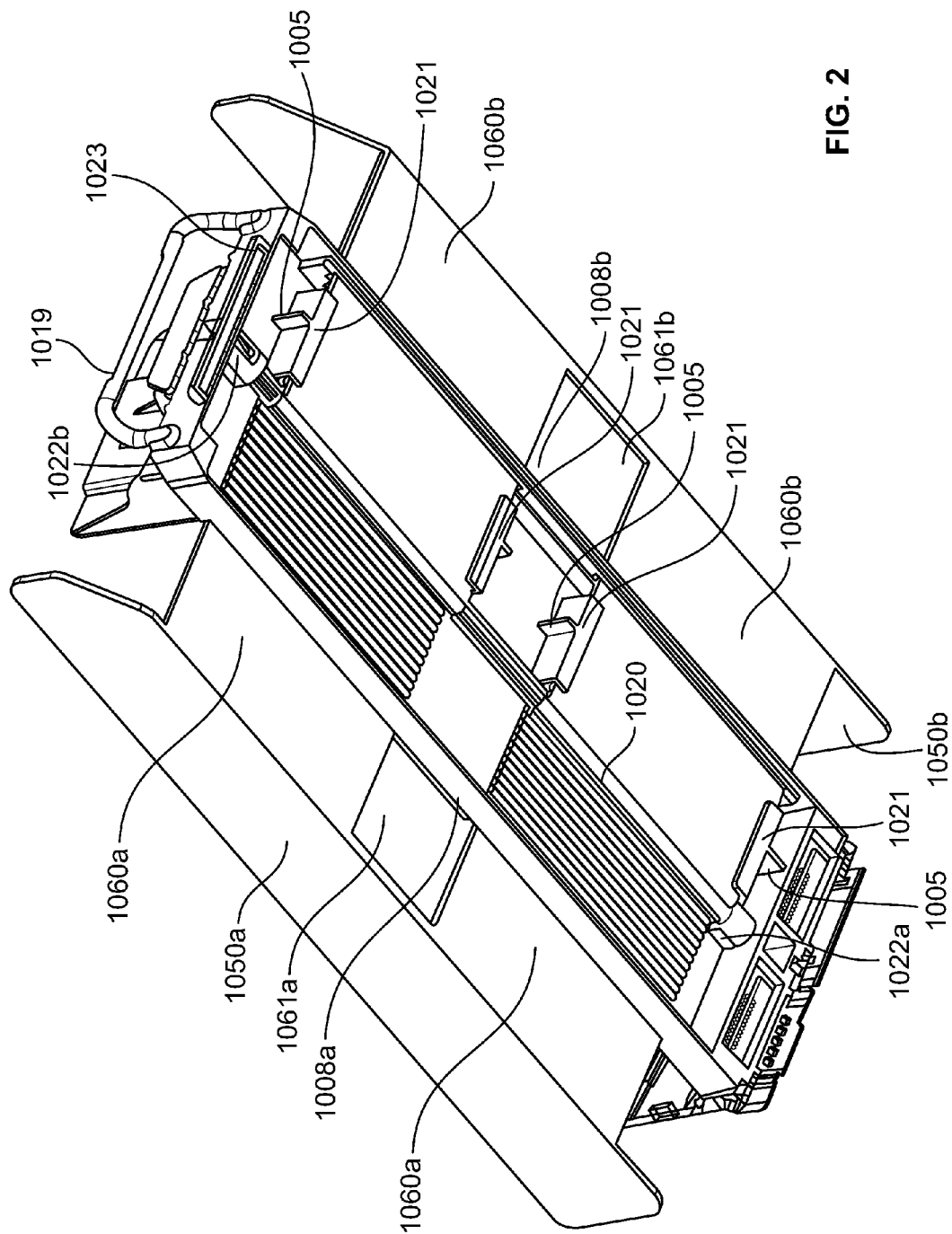


FIG. 2

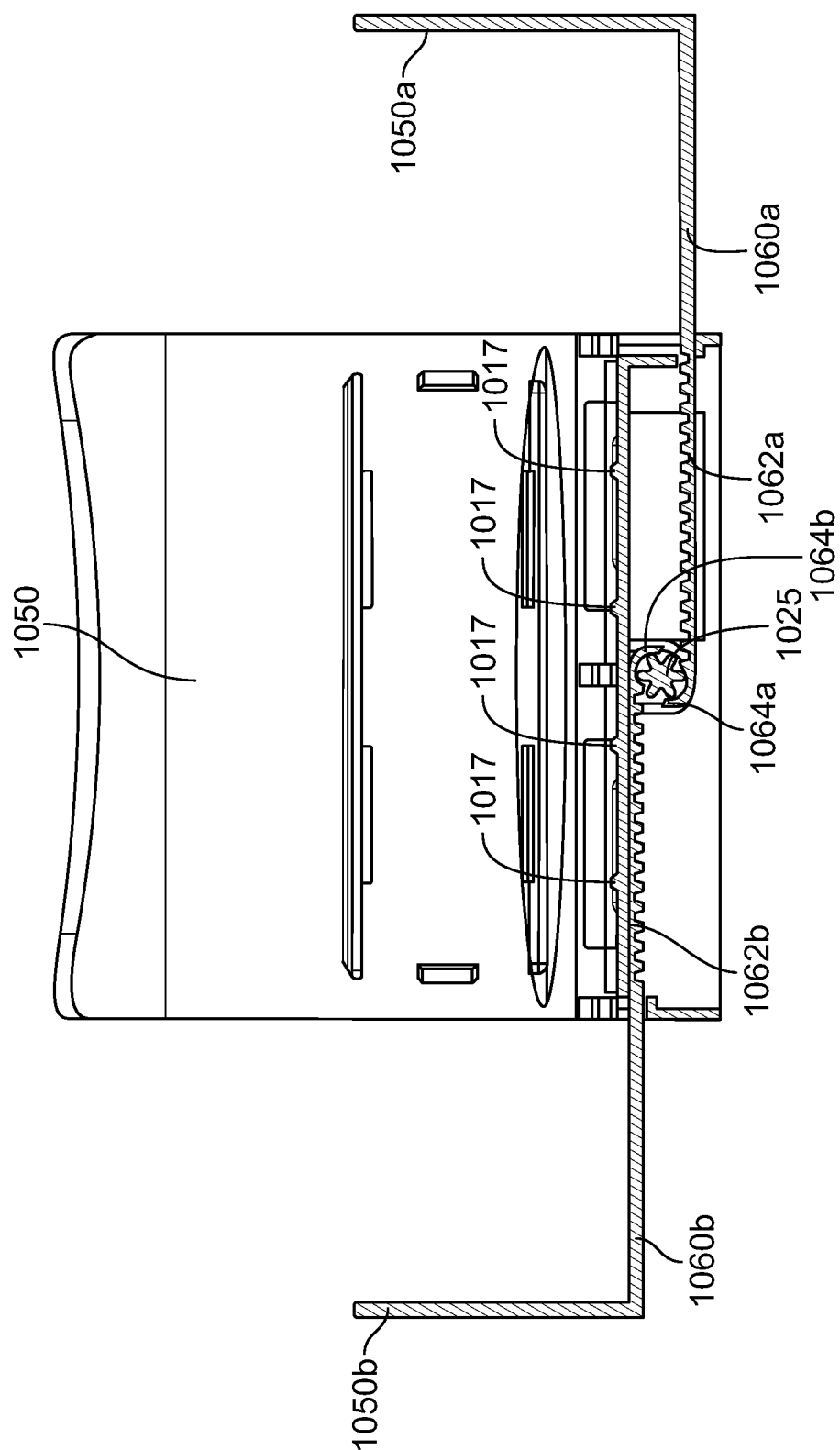


FIG. 3

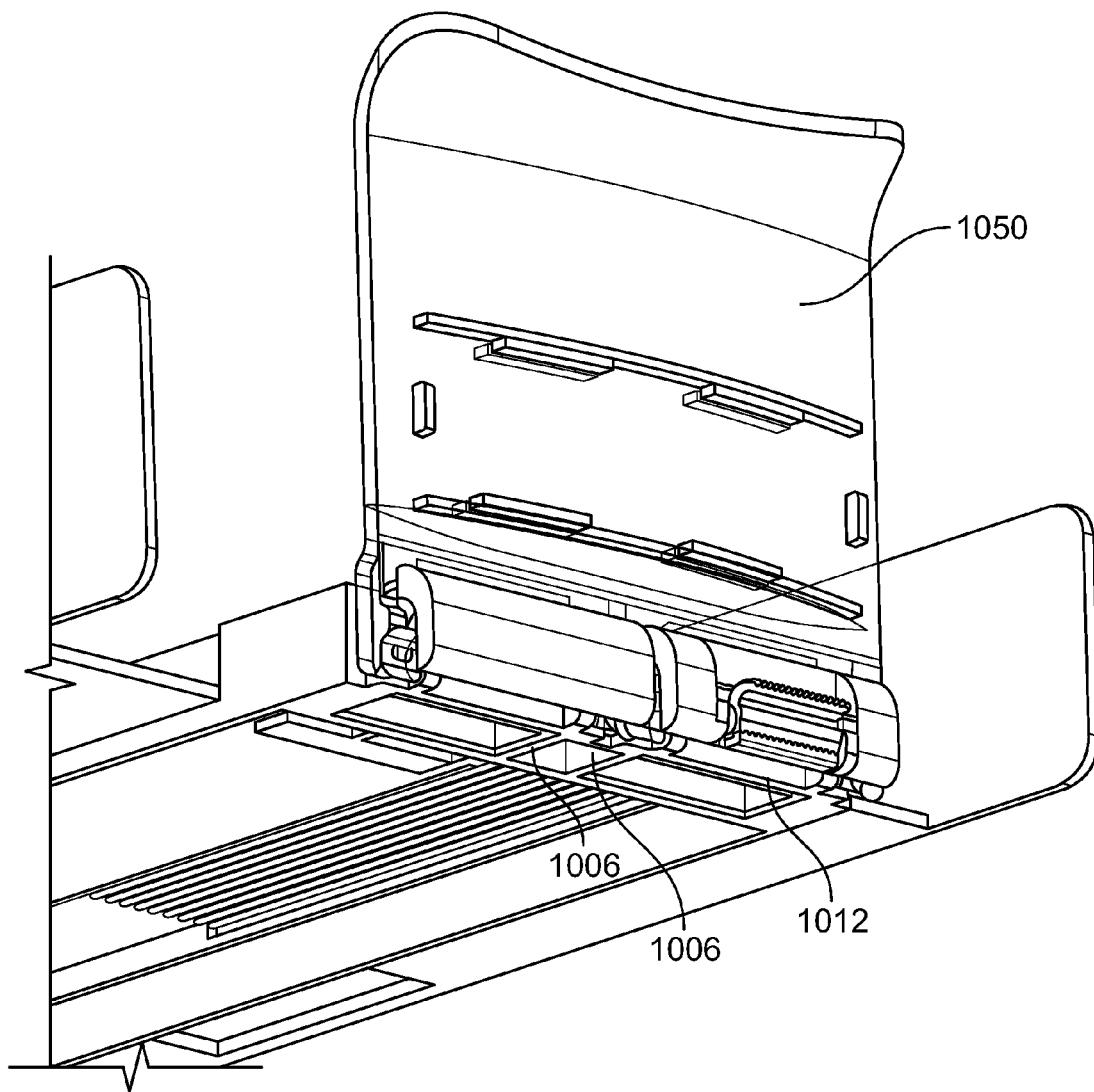


FIG. 4

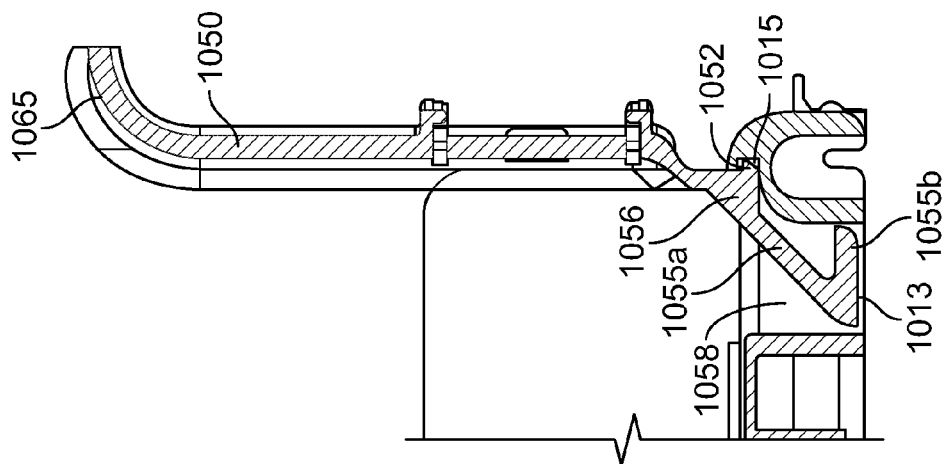


FIG. 5B

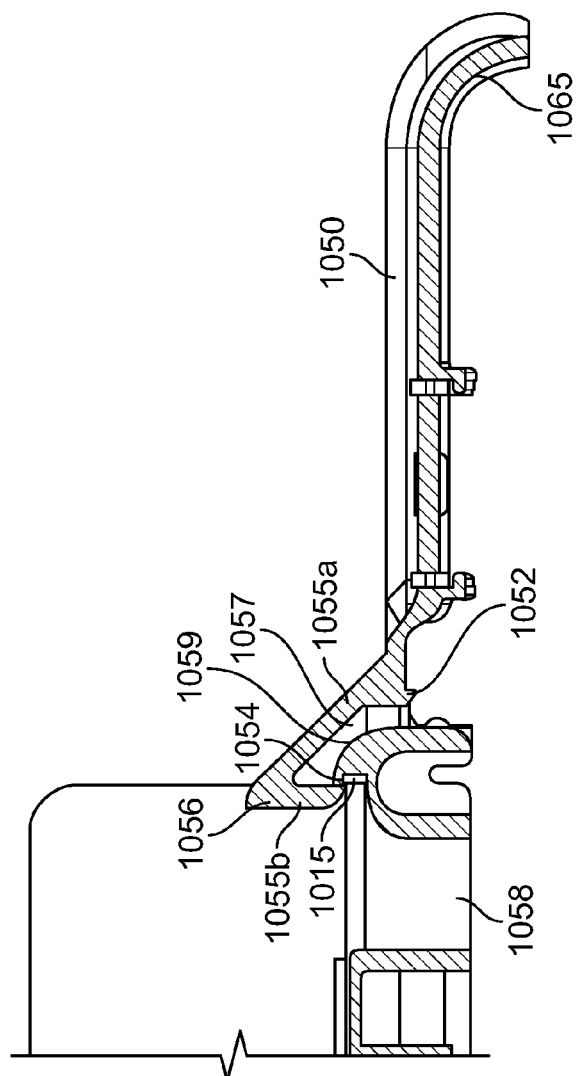


FIG. 5A

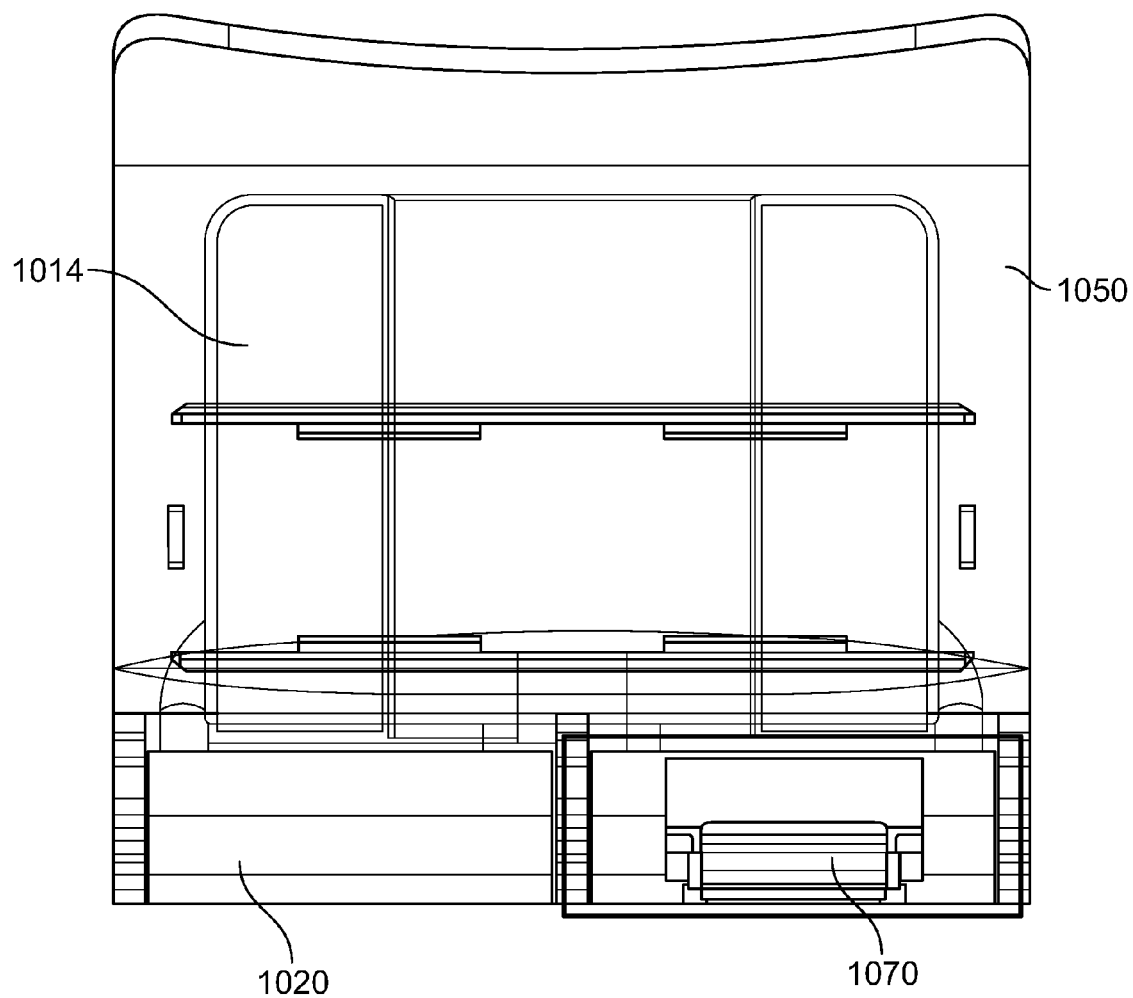


FIG. 6a

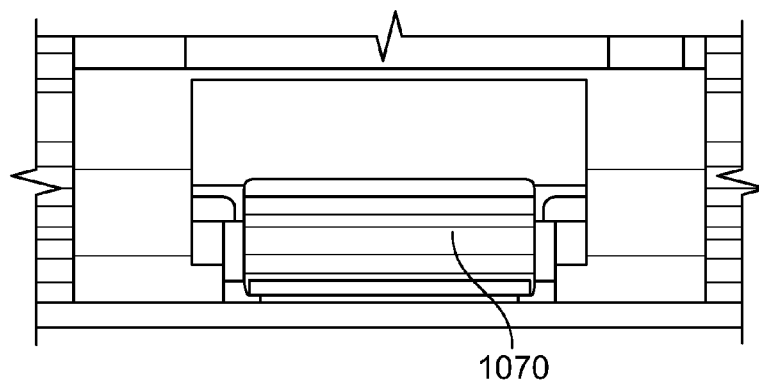


FIG. 6b

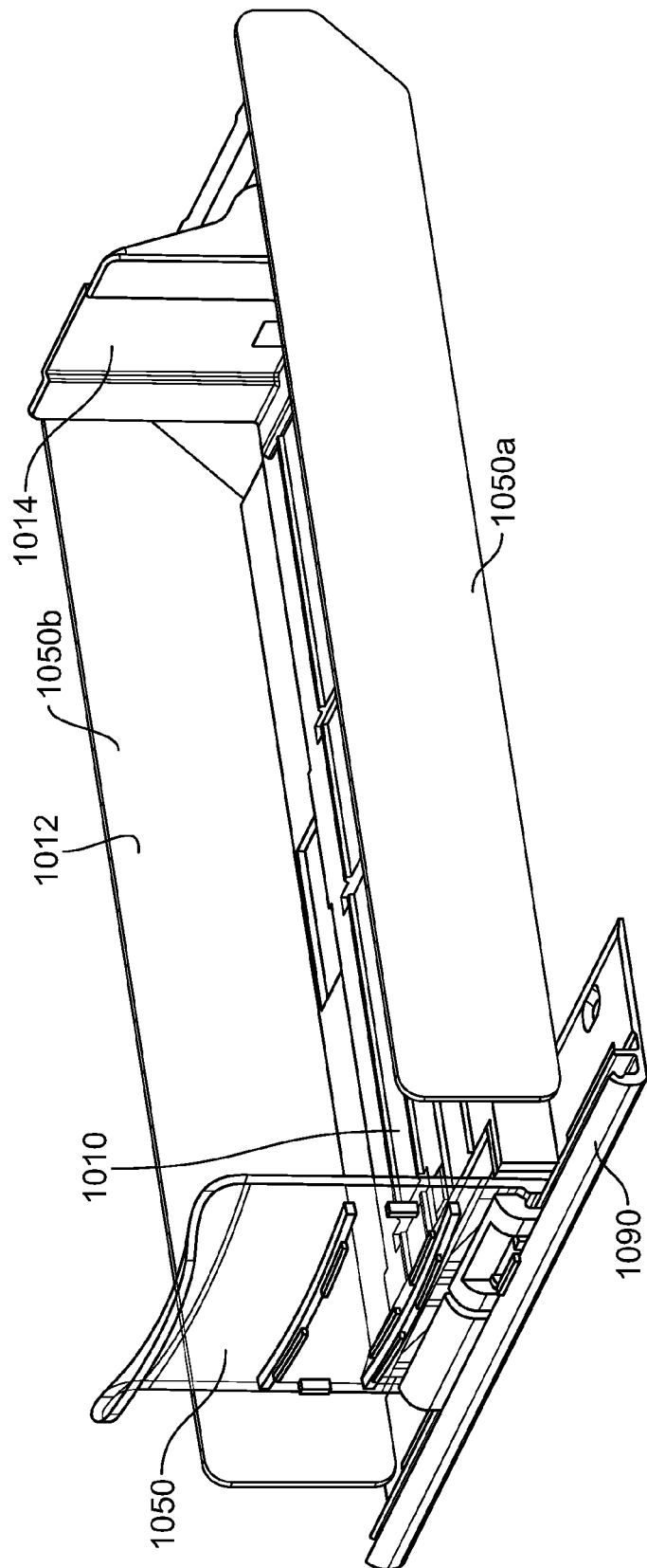


FIG. 7

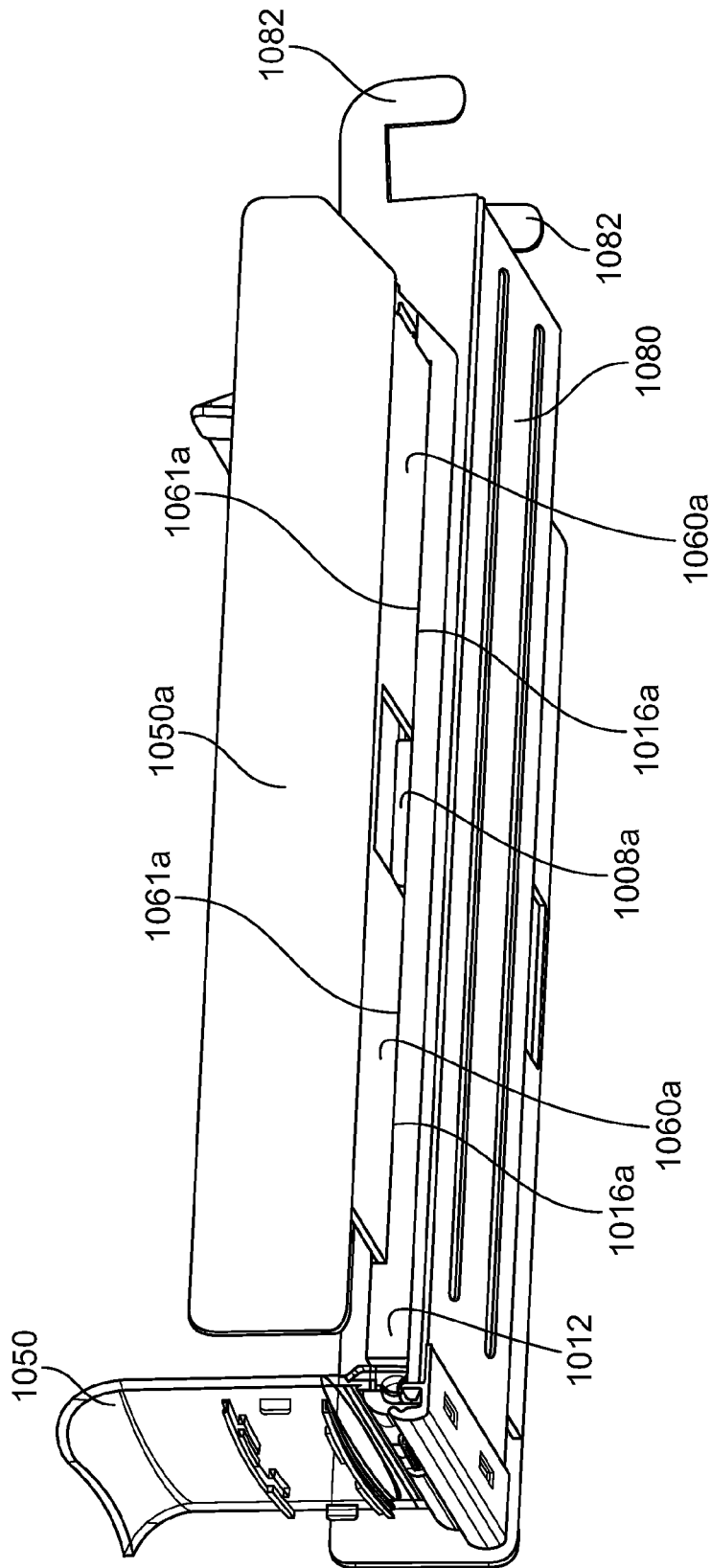


FIG. 8

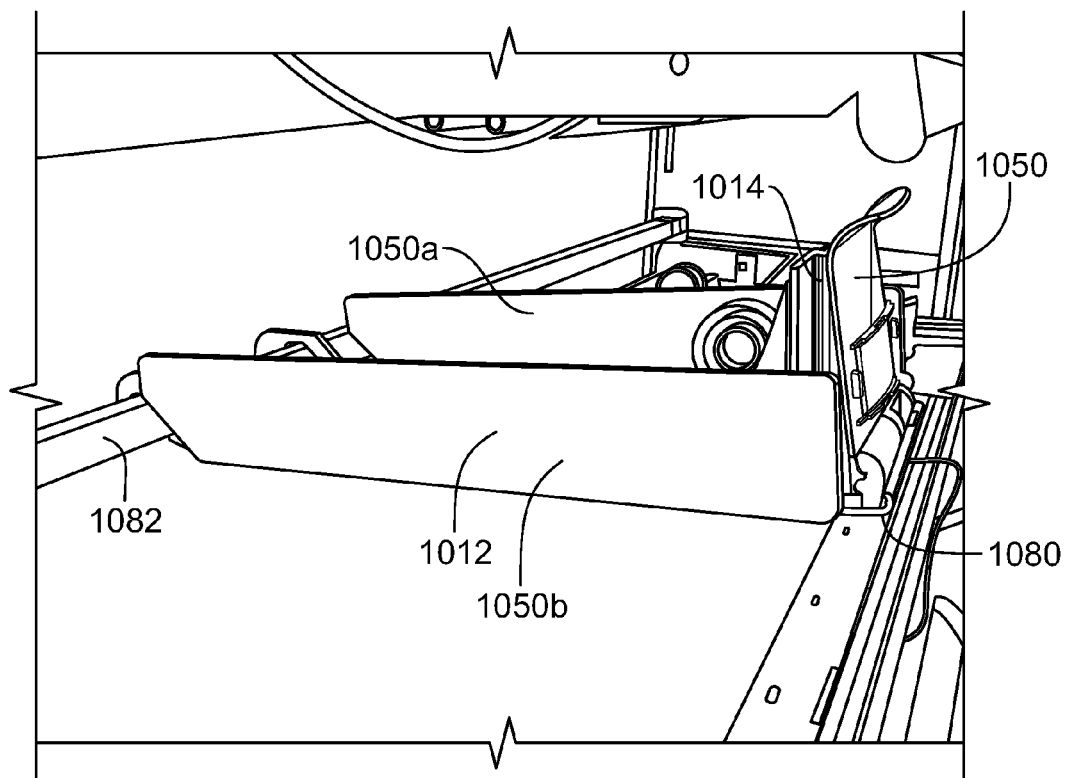


FIG. 9

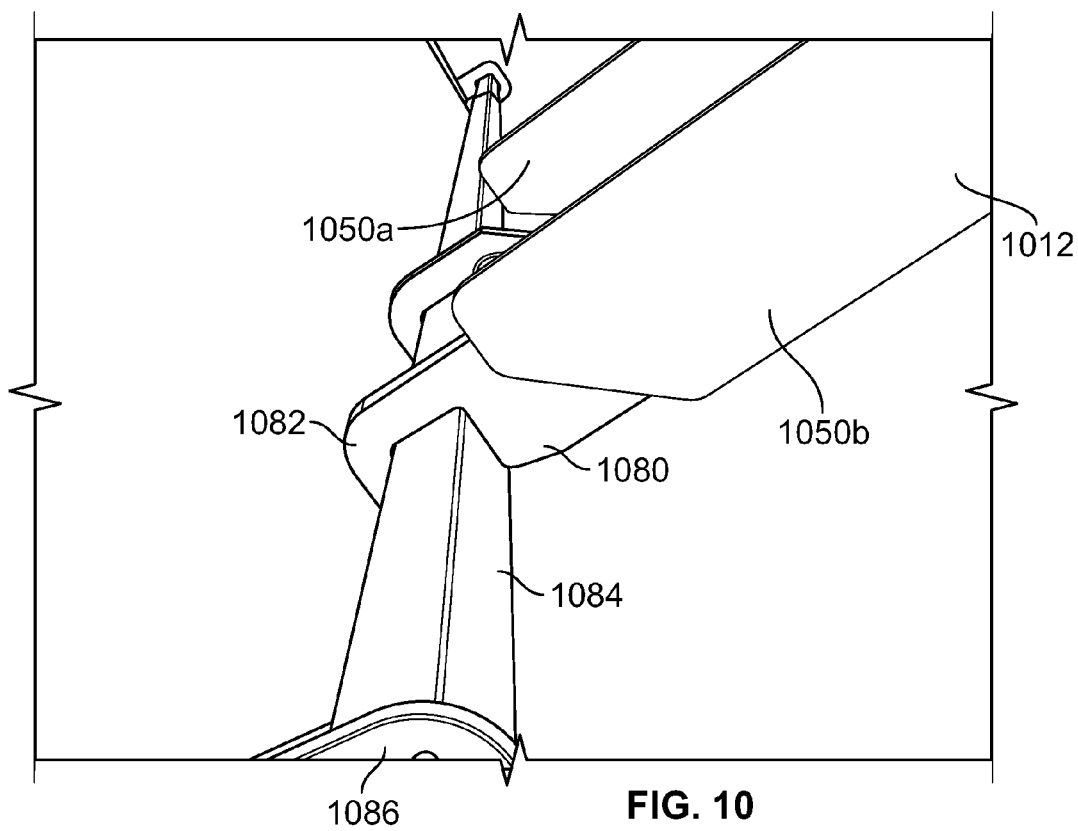


FIG. 10

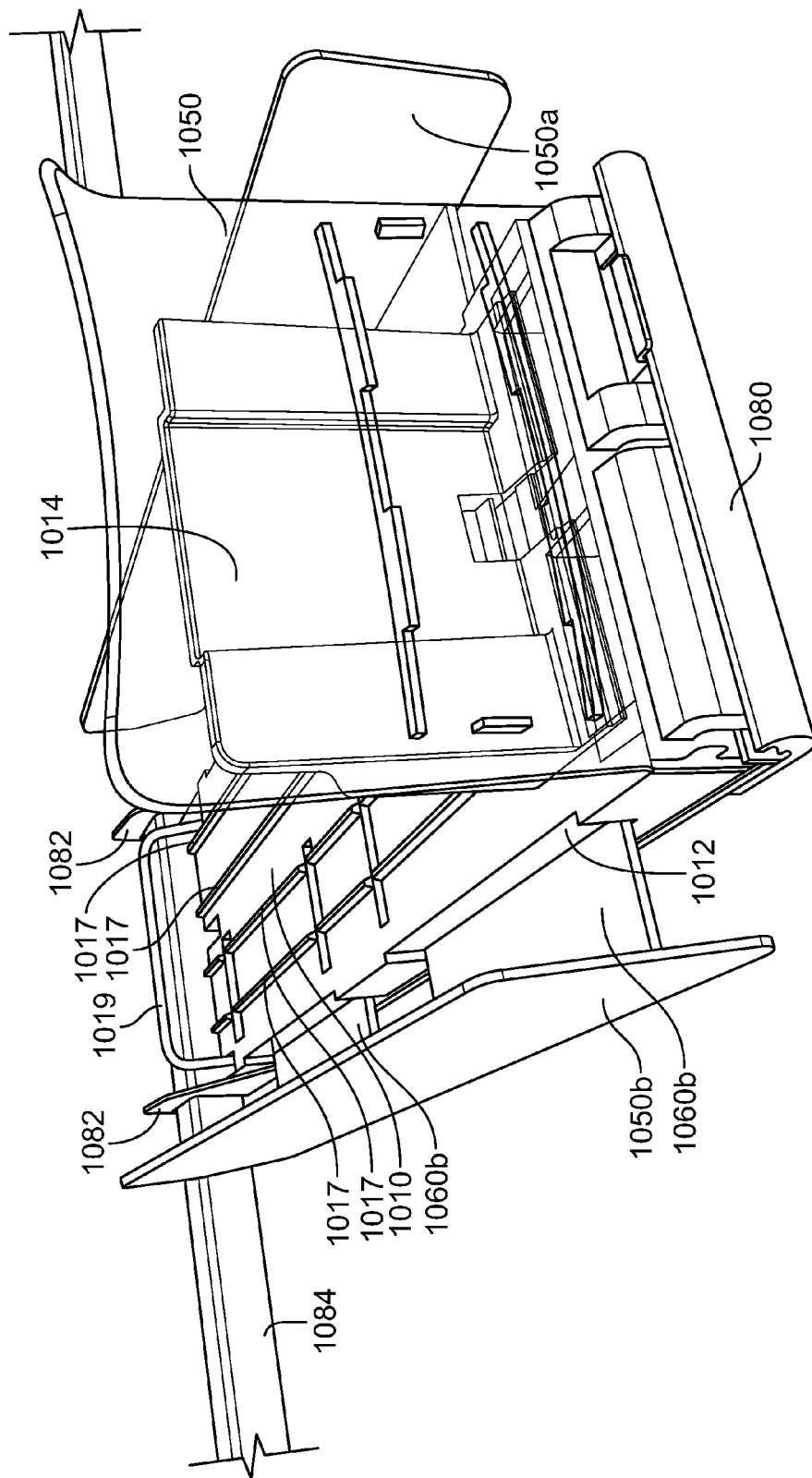


FIG. 11

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PRODUCT MANAGEMENT DISPLAY SYSTEM

CROSS REFERENCE TO RELATED APPLICATION

This application is a divisional of U.S. application Ser. No. 14/262,420, filed on Apr. 25, 2014, which claims priority to U.S. Provisional Application No. 61/931,404, filed on Jan. 24, 2014, all of which are incorporated fully herein by reference

FIELD

The exemplary embodiments herein relate generally to a shelf assembly for use in merchandising product and more particularly to an adjustable shelf assembly for displaying and pushing product on shelves.

BACKGROUND

Retail and wholesale stores, such as convenience stores, drug stores, grocery stores, discount stores, and the like, require a large amount of shelving both to store product and to display the product to consumers. In displaying product, it may be desirable for the product on the shelves to be situated toward the front of the shelf so that the product is visible and accessible to consumers. In the case of coolers or refrigerators that are used to store and display such products as soft drinks, energy drinks, bottled water, and other bottled or canned beverages, it may be desirable for these products to also be situated toward the front of the shelf and visible and accessible to the consumers.

To accomplish this placement of product, systems may include inclined trays or floors that through gravity will cause the product to move toward the front of the shelf. Many of these systems include floors or shelves made of a plastic material such as polypropylene that due its low coefficient of friction permit the product to easily slide along the inclined floor or surface. Other systems may include the use of a pusher system to push the product toward the front of the shelf as the product at the front of the shelf is removed. Pusher systems may be mounted to a track and may include a pusher paddle and a coiled spring to urge the product forward.

SUMMARY

In one example a merchandise display system may include one or more of: a retainer for limiting the movement of products loaded in a tray, a pusher mechanism configured to bias product toward the retainer, a first divider extending from a first panel and second divider extending from a second panel. In one example, the spacing between the first divider and the second divider can be configured to be adjusted. In addition or in the alternative, the retainer may include a retainer wall for retaining products in a first position and a retainer projection configured to retain existing products on the shelf in a second position and to serve as a guide for products being loaded into the tray.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 depicts an example of product management display system for merchandising product on an adjustable tray in an extended position.

FIG. 2 shows a bottom view of the adjustable tray of FIG. 1 in an extended position.

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FIG. 3 shows a front view of the adjustable tray of FIG. 1.

FIG. 4 shows a front perspective view of the adjustable tray of FIG. 1.

FIGS. 5a and 5b show cross-sectional views of a front portion of the adjustable tray of FIG. 1 in a first configuration and in a second configuration.

FIG. 6a shows a front view of the adjustable tray of FIG. 1 and an exemplary cam for securing the adjustable tray of FIG. 1 into place.

FIG. 6b is a magnified view of the portion identified in FIG. 6a.

FIG. 7 shows the adjustable tray of FIG. 1 engaged with a front rail that can be located on a shelf.

FIG. 8 shows the adjustable tray of FIG. 1 mounted to a hanger tray for engaging a hang bar in the rear of the shelf.

FIGS. 9 and 10 show the adjustable tray of FIG. 1 and the hanger tray mounted to a hang bar.

FIG. 11 shows a front view of the adjustable tray of FIG. 1 and the hanger tray mounted to a hang bar at the rear of a display.

Before the examples are explained in detail, it is to be understood that the disclosure is not limited in its application to the details of construction and the arrangement of the components set forth in the following description or illustrated in the drawings. The disclosure is capable of other embodiments and of being practiced or being carried out in various ways. Also, it is to be understood that the phraseology and terminology used herein are for the purpose of description and should not be regarded as limiting. The use of “including” and “comprising” and variations thereof is meant to encompass the items listed thereafter and equivalents thereof as well as additional items and equivalents thereof. Further, the use of the term “mount,” “mounted” or “mounting” is meant to broadly include any technique or method of mounting, attaching, joining or coupling one part to another, whether directly or indirectly.

DETAILED DESCRIPTION

FIG. 1 depicts an example of product management display system 1000 for merchandising product on a shelf or hang bar having an adjustable tray 1012. FIG. 1 shows a top isometric view of the adjustable tray 1012 secured to a hang-bar tray 1080 with the adjustable tray 1012 in an extended position. FIG. 2 shows a bottom view of the adjustable tray 1012 in an extended position without the hang-bar tray 1080. FIG. 3 shows a front view of the retainer 1050 and the adjustable tray 1012. FIG. 4 shows a front perspective view of the adjustable tray 1012 and the retainer 1050. FIGS. 5a and 5b show cross-sectional views of a front portion of the adjustable tray 1012 and the retainer 1050 in both an extended position and in a downward position. FIG. 6a shows a front view of the adjustable tray 1012 and an exemplary cam for securing the adjustable tray 1012 into place onto a shelf or a hanger tray. FIG. 6b is a magnified view of the portion identified in FIG. 6a. FIG. 7 shows the adjustable tray engaged with a front rail 1090 that can be located on a shelf, and FIG. 8 shows the adjustable tray 1012 mounted to a hanger tray for engaging a hang bar in the rear of the shelf. FIGS. 9 and 10 show the adjustable tray 1012 and the hanger tray 1080 mounted to a hang bar at the rear of a display. FIG. 11 shows a front view of the adjustable tray 1012 and the hanger tray mounted to a hang bar at the rear of a display.

The adjustable tray 1012 is configured to adjust the width of the adjustable tray 1012 to accommodate different sized products therein. In particular, a first divider 1050a and a second divider 1050b can both be moved laterally or horizon-

tally with respect to a pusher mechanism **1014** such that the spacing between the first divider **1050a** and the second divider **1050b** is configured to be adjusted to accommodate various dimensioned products. As shown in FIG. 1, the adjustable tray **1012** can be formed as an integral assembly and can generally include a pair of dividers (first divider **1050a**, second divider **1050b**), a pusher mechanism **1014**, a track **1016** for guiding the pusher mechanism, a tray surface **1010** first and second panels **1060a** **1060b**, and a retainer **1050**.

The product can rest on the first panels **1060a**, the second panels **1060b**, and the tray surface **1010** and can be biased toward the retainer **1050** by the pusher mechanism **1014** using a coiled spring (not shown) in a similar manner to the examples shown and described in U.S. application Ser. No. 14/245,779, filed on Apr. 4, 2014, which is incorporated fully herein by reference. The retainer **1050** can be provided for limiting the movement of products loaded in the adjustable tray **1012** or the forward progression of the products loaded in the adjustable tray **1012** by the pusher mechanism **1014**. The first panels **1060a** and second panels **1060b** can be configured to move to provide for additional tray surface area effectively extending the area of the tray surface **1010** for larger products when the dividers **1050a**, **1050b** are in the extended position. Also, the first divider **1050a** can extend perpendicularly from the first panels **1060a** and the second divider **1050b** can extend perpendicularly from the second panels **1060b**. Thus, the first divider **1050a** can be formed together with the first panels **1060a** and the second divider **1050b** can be formed together with the second panels **1060b** in a suitable forming operation. It is also contemplated that the first panels **1060a** and/or the second panels **1060b** can be formed as a singular panel or multiple panels.

Both the first panels **1060a** and the second panels **1060b** form first and second openings **1061a**, **1061b**. The adjustable tray **1012** can include first slot recesses **1016a** for receiving first panels **1060a** and second slot recesses **1016b** for receiving second panels **1060b**. The first and second openings **1061a**, **1061b** provide for additional rigidity or support on the adjustable tray **1012** in the areas **1008** located adjacent to the first and second slot recesses **1016a**, **1016b** receiving the first panels **1060a** and the second panels **1060b**. For example, as shown in FIG. 8, because of the first opening **1061a**, the area **1008a** on the adjustable tray **1012** adjacent to the first slot recesses **1016a** can be provided with additional material which provides for additional rigidity or support. In particular, the adjustable tray **1012** in areas **1008a**, **1008b** adjacent to the first and second openings **1061a**, **1061b** of the first and second panels **1060a**, **1060b** are provided with a greater height than areas adjacent the first and second slot recesses **1016a**, **1016b** receiving the panels **1060a**, **1060b**. In this way, the tray can support the desired amount of weight and products. However, it is also contemplated that the first panels **1060a** could be formed together as a unitary structure, and the second panels **1060b** could be formed together as a unitary structure.

Additionally, the adjustable tray **1012** can be provided with one or more guide members **1021** for guiding and supporting the first panels **1060a** and the second panels **1060b** during adjustment of the dividers **1050a**, **1050b** on the adjustable tray **1012**. The guide members **1021** can be formed with one or more ribs **1005** to provide for additional support of the first panels **1060a** and the second panels **1060b**. The guide members **1021** can be formed together with the adjustable tray **1012** or secured to the adjustable tray **1012** using any known securing method. Additionally, as shown in FIG. 1, the track can be provided with shut offs **1003** in the form of openings

such that when forming the guide members **1021** undercuts are avoided during a molding operation.

As shown in FIG. 2, which is a bottom view of the exemplary adjustable tray **1012**, an elongated guide shaft **1020** can extend from a rear portion of the adjustable tray **1002** to a front portion of the adjustable tray **1002**. As shown in FIG. 3, the guide shaft **1020** can be provided with a plurality of guide shaft teeth **1025** that are configured to engage or mesh with a first set of teeth **1062a** on the first panels **1060a** and a second set of teeth **1062b** on the second panels **1060b**. The guide shaft **1020** can be configured to rotate on first and second pivots **1022a**, **1022b**. The guide shaft **1020** can be engaged with the first set of teeth **1062a** and the second set of teeth **1062b** such that when the dividers **1050a**, **1050b**, the first panels **1060a**, and the second panels **1060b** move to provide additional surface area for the products loaded therein, the adjustable tray **1012** maintains its symmetry by providing equalized spacing and movement of the dividers **1050a**, **1050b**.

Also, as shown in FIG. 3, in one example, the first set of teeth **1062a** extend upward to engage the guide shaft teeth **1025**, and the second set of teeth extend downward to engage the guide shaft teeth **1025**. However, this arrangement can be reversed such that the first set of teeth extend downward toward the drive shaft teeth, and the second set of teeth extend upward toward the guide shaft teeth. As further shown in FIG. 3, the first panels **1060a** can be provided with a first limiting member **1064a** to limit the distance that the first panels **1060a** and first divider **1050a** can be extended from the adjustable tray **1012**, and the second panels **1060b** can be provided with a second limiting member **1064b** for limiting the distance that the second panels **1060b** can be extended from the adjustable tray **1012**. In an alternative example, the guide shaft can be provided with wheels, textured surfaces, or other high friction surface instead of teeth. Also the corresponding panel surfaces can be provided with textured surfaces or high friction surfaces to engage the drive shaft.

To adjust the size of the adjustable tray, the user can simply push or pull on the dividers **1050a**, **1050b** to cause the first panels **1060a** and the second panels **1060b** to either extend from the adjustable tray **1012** or retract into the first and second slot recesses **1016a**, **1016b** respectively in the adjustable tray **1012**. In this way, the adjustable tray can be adjusted to the appropriate size depending on the width of the product desired to be dispensed. The adjustable tray **1012** can also be provided with a handle **1019** such that the user can easily grasp the adjustable tray **1012** and place the adjustable tray **1012** into the desired location in a merchandising display system.

The track **1016** of the adjustable tray **1012** can include multiple guides **1017** for guiding the pusher mechanism **1014**. The guides **1017** can restrict the pusher mechanism **1014** to horizontal movement and restricts vertical movement of the pusher mechanism **1014** along the track **1016**. The pusher mechanism **1014** can be provided with corresponding grooves **1015** for receiving the guides **1017**. The guides also serve to reduce the amount of frictional contact between the adjustable tray **1012** and the product therein to facilitate the product movement in the adjustable tray. The guides **1017** can also be formed as guide slots and the pusher mechanism can be formed with corresponding projections that extend into the guide slots. It is contemplated, however, that the pusher mechanism can also be a trackless pusher mechanism such as shown and described in the examples of U.S. application Ser. No. 14/245,779, for example.

Additionally, as shown in FIGS. 5a and 5b, the retainer **1050** can be configured to rotate from an upward position

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downwardly or to drop down with respect to the adjustable tray **1012**. The retainer **1050** can include one or more teeth **1052** positioned at a lower front portion that can be configured to engage a pocket or void **1015** in the front portion of the adjustable tray **1012** to lock the retainer in place when product is biased toward the front of the adjustable tray **1012** by the pusher mechanism. A lip **1054** can also be formed adjacent to the void to assist in maintaining the retainer **1050** in the upward or first position. The retainer **1050** can include a top or front curved portion **1065** that provides the user with a greater capability to grasp the retainer **1050** so as to move the retainer from the upward position to the downward position.

The retainer **1050** can also be provided with one or more projections or feet **1056** that in an example can be formed as ramps that extend from the base of the retainer **1050**. The projections **1056** can provide various functions. For example, the projections **1056** can provide the retainer **1050** with additional stability when the retainer **1050** is located in the extended or upward position as shown in FIG. **5b**. In particular, the projections **1056** can fit into a recess **1058** located in the adjustable tray **1012**, which the retainer is in the first or upright position. Additionally, the projections **1056** can be provided with a first angled portion **1055a** that connects to a second flat portion **1055b**. The second flat portion **1055b** is configured to rest onto a corresponding flat surface **1013** on the adjustable tray **1012** when the retainer is in the upright position.

Additionally, when the retainer is in the second or downward position, as shown in FIG. **5a**, the projections **1056** are configured to hold the retainer **1050** in the downward or horizontal position and to hold the product itself when the retainer **1050** is in the downward position. In particular, the second flat portion **1055b** can be configured to hold the product on the shelf when the retainer **1050** is in the downward position. Also while the retainer **1050** is in the downward or second position as shown in FIG. **5a**, the first angled portion **1055a** provides a ramp for guiding products into the adjustable tray **1012**. In one example, the retainer **1050** can be formed robust enough to withstand placement of a box or carton of product thereon while the product is loaded into the adjustable tray and over the first angled portion **1055a**. Additionally, once the products are loaded into the adjustable tray, and the retainer is moved back into the upright or vertical position, the products slide down the first angled portion **1055a** into the proper position on the adjustable shelf. The projections **1056** can, therefore, be configured to both hold products into the adjustable tray **1012** as products are loaded and also help guide products into the adjustable tray **1012** as products are loaded into the adjustable tray **1012**.

The first angled portion **1055a** and the second flat portion **1055b** can together form a recess or groove **1057** in the base of the retainer **1050**. The groove **1057** can receive a front curved portion **1059** of the adjustable tray **1012** therein to maintain the retainer **1050** in the horizontal position shown in FIG. **5b**. As the retainer **1050** is held in the downward or second position shown in FIG. **5a**, the second flat portion **1055b** of the projections **1056** also acts as a stop or a retaining wall for limiting the movement of product that is loaded onto the adjustable tray **1012**. The ability to convert from a tall retainer to a short retainer opens up access to make the loading process easier.

In order for the retainer **1050** to be moved into the down or second position, the user simply grasps the front curved portion **1065** of the retainer and pushes back on the retainer toward the rear of the adjustable tray **1012** such that the teeth **1052** can become disengaged with the void **1015**. The user then lifts the retainer **1050** up to move the teeth **1052** out of

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contact with the void **1015** and the lip **1054** to drop the retainer **1050** down. The ability of the retainer **1050** to fold or drop down provides the user with the ability to reload the tray with a large amount of products at once with a carton or otherwise. Also the retainer **1050** can be designed to be robust such that a large carton or amount of products can be placed onto the retainer for loading the products. While the existing products remain onto the shelf due to the second flat portion **1055b**, the user can slide the products over the retainer **1050** ramp formed by the first angled portion **1055a** and the second flat portion **1055b** to load the products onto the shelf.

In addition, in product settings where there is a lower ceiling or smaller head space between product rows, the ability of the retainer **1050** to move into the horizontal position eases the reloading of the product and unloading of the old product. This may also provide for easier product rotation, for example, the user can pull out all of the old product and the load new product onto the shelf and then reload the old product in front of the old product with ease.

As shown in FIGS. **6a** and **6b**, the adjustable tray **1012** can be provided with a cam **1070**, which operates in a similar fashion as the examples described in U.S. application Ser. No. 14/245,779 to lock the adjustable tray **1012** to either a front rail as shown in FIG. **7** or the hanger tray **1080** as shown in FIG. **8**. The tray **1012** can, thus, be used in conjunction with the examples disclosed in U.S. application Ser. No. 14/245,779 and can be mounted to the same front rail described therein along with any one of the pusher mechanisms and dividers described therein. Additionally, one or more ribs **1006** can be provided adjacent the cam **1070** on the underside of the adjustable tray **1012** to provide for additional rigidity and support of the adjustable tray **1012**.

In one example, as shown in FIGS. **8** and **10**, the hanger tray **1080** can be provided with one or more hangers **1082**, which are configured to engage a hang bar **1084**. The hanger tray **1080** can be provided with a void (not shown) in which a corresponding insert **1023** (shown in FIG. **2**) on the adjustable tray **1012** can extend into to help lock the adjustable tray **1012** into place onto the hanger tray **1080** in conjunction with the cam **1070**. Once secured to the hanger tray **1080**, as shown in FIGS. **9-11**, the adjustable tray **1012** can be suspended from the rear of the back wall of a merchandise display.

As shown in FIGS. **9** and **10**, in one example, the hang bar **1084** may be a square tube with a short bracket **1086** attached to either end that fits into the gondola uprights of the shelf system. When installed into the gondola uprights, the hang bar usually can sit an inch or two from the back wall of the gondola. Individual product trays, or sometimes just long hooks or hangers (e.g. hangers **1082**), are then attached to the hang bar and cantilever forward. With the use of hangers, the need for a shelf is eliminated. Additionally, the use of hangers allows one to position the product packages closer together vertically and often gives the product a "floating" appearance which may be desirable from a product marketing and management standpoint.

In one example, an adjustable tray for a merchandise display system can include one or more of: a retainer for limiting the movement of products loaded in the adjustable tray, a pusher mechanism configured to bias product toward the retainer, a first divider extending from a first panel perpendicular to the first divider, and a second divider extending from a second panel perpendicular to the second divider. The spacing between the first divider and the second divider can be configured to be adjusted, and the first panel and the second panel can be configured to move to provide additional surface area for the adjustable tray when the space between

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the first divider and the second divider is increased. The adjustable tray can be configured to mount to either a front rail or a hanger tray by a cam.

In another example a merchandise display system can include one or more of: a tray having a tray surface for receiving products loaded in the tray, a retainer for limiting the movement of products loaded in the tray, a first divider and a second divider for guiding the products in the tray, and a first panel defining a first panel surface and a second panel defining a second panel surface. The first panel surface and the second panel surface can provide for an extension to the tray surface, and the first divider can extend perpendicularly from the first panel and second divider can extend perpendicularly from the second panel. The spacing between the first divider and the second divider can be configured to be adjusted and the first panel and the second panel can be configured to move to provide the extension to the tray surface of the tray when a space between the first divider and the second divider is increased.

In an example, the adjustable tray may also include a guide shaft which can have a set of guide shaft teeth configured to engage a first set of teeth located on the first panel and a second set of teeth located on the second panel to provide equalized movement and spacing of the first divider and the second divider with respect to one another. The guide shaft can extend underneath the adjustable tray, and one of the first set of teeth or the second set of teeth extend upward to engage the guide shaft.

In an example, the retainer can be configured to rotate from an upward position to a downward position, and the barrier further comprises a projection configured to provide a ramp for loading product into the adjustable tray. The projection can be configured to limit the movement of product when the retainer is in the downward position. The projection can include an angled portion and a flat portion which together form groove, and the groove is configured to receive a front portion of the adjustable tray therein to maintain the retainer in the downward position. The retainer may also include a tooth configured to engage a void on the adjustable tray for holding the retainer in the upward position.

In one example, the first divider can extend from first panels and the second divider can extend from second panels, and the first panels can form a first opening and the second panels can form a second opening. First and second slot recesses can be provided for receiving the first panels and the second panels.

In one example, an adjustable tray for a merchandise display system can include one or more of: a retainer for limiting the movement of products loaded in the adjustable tray, a pusher mechanism configured to bias product toward the retainer, a first divider, and a second divider. The retainer can include a retainer wall for retaining products in a first position and a retainer projection configured to retain existing products on the shelf in a second position and to serve as a guide for products being loaded into the adjustable tray.

The projection can include a ramp for guiding the products into the tray when the retainer is in the second position, and the projection can include a flat surface adjacent to the ramp which helps prevent products loaded onto the shelf from advancing off of the tray when the retainer is in the second position. The first divider can be located on a first panel and the second divider can be located on a second panel. The spacing between the first divider and the second divider can be configured to be adjusted and the first panel and the second panel are configured to move to provide additional surface area for the adjustable tray when a distance between the first

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divider and the second divider is increased. The adjustable tray can be configured to mount to either a front rail or a hanger tray by a cam.

The retainer can be configured to rotate from the first position to the second position. The projection can be configured to limit the movement of product when the retainer is in the downward position. The projection can include an angled portion and a flat portion which together form groove and wherein the groove is configured to receive a front portion of the adjustable tray therein to maintain the retainer in the second position. The retainer further comprises a tooth configured to engage a void on the adjustable tray for holding the retainer in the first position.

Variations and modifications of the foregoing are within the scope of the present disclosure. For example, one of skill in the art will understand that multiples of the described components may be used in stores and in various configurations. The present disclosure is therefore not to be limited to a single system, nor the upright pusher configuration, depicted in the Figures, as the system is simply illustrative of the features, teachings and principles of the disclosure herein. It should further be understood that the concepts defined herein extends to all alternative combinations of two or more of the individual features mentioned or evident from the text and/or drawings. All of these different combinations constitute various alternative aspects of the present disclosure.

What is claimed is:

1. A merchandise display system comprising:

an adjustable tray having a base; the base of the tray having a top surface, a front end, a rear end and a pair of side walls, wherein the top surface of the base is configured to receive products loaded in the tray and support a pusher mechanism, wherein the front end of the base comprises a void;

wherein the each side wall of the base comprises at least one slot;

a retainer mounted to the front surface of the tray for limiting movement of products loaded in the tray to prevent the products from falling off a front end of the tray, the retainer comprising a retainer wall, the retainer wall is rotatable between a first position wherein the retainer wall is generally perpendicular to the base to retain the products within the tray and a second position wherein the retainer wall is generally parallel to the base to remove or load the products within the tray; and the retainer further comprising an angled ramp that includes an upper tooth and a lower tooth projecting from the ramp; wherein the upper tooth is inserted in the void of the base to maintain the retaining wall in the first position and the lower tooth is inserted in the void of the base to maintain the retaining wall in the second position;

wherein in a second position, the ramp is configured to serve as a guide to load products into the tray;

a first divider and a second divider attached to the corresponding side walls of the base of the tray, wherein the first divider and a second divider are configured to prevent products from falling off the sides of the tray;

wherein the first and second dividers are each configured to move in lateral directions away from each other or towards each other to enable the tray to accommodate products of various sizes within the tray.

2. The merchandise display system of claim 1 wherein the first divider is located on a first panel and the second divider is located on a second panel wherein spacing between the first divider and the second divider is configured to be adjusted and the first panel and the second panel are configured to move to

provide additional surface area to the tray surface when a distance between the first divider and the second divider is increased.

3. The merchandise display system of claim 2 further comprising a guide shaft comprising a set of guide shaft teeth 5 configured to engage a first set of teeth located on the first panel and a second set of teeth located on the second panel to provide equalized movement and spacing of the first divider and the second divider with respect to one another.

4. The merchandise display system of claim 3 wherein the 10 guide shaft extends underneath the tray wherein one of the first set of teeth or the second set of teeth extends upward to engage the guide shaft.

5. The merchandise display system of claim 1 wherein the ramp and the lower tooth together form a groove and wherein 15 the groove is configured to receive a front portion of the tray therein to maintain the retainer in the second position.

6. The merchandise display system of claim 1 wherein the tray is configured to mount to either a front rail or a hanger 20 tray by a cam.

7. The merchandise display system of claim 2 wherein the first divider extends from first panels and second divider extends from second panels and wherein the first panels form a first opening and the second panels form a second opening.

8. The merchandise display system of claim 7 wherein the 25 side walls of the base of the tray further comprises first and second slot recesses for receiving the first panel and the second panel respectively.

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